

EXTRA SPECIAL—PABCOLIN—This is the ideal floor covering for kitchen or bathroom—is guaranteed to wear as well as the best printed linoleum. Laid free in any room, but bathroom. 95c per square yard

# "THE POPULAR"

18TH YEAR.

EL PASO, TEXAS, SATURDAY, MAY 1, 1920.

TEXAS' MOST HOMELIKE AND PROGRESSIVE STORE.

## For Your May House Furnishing

WE invite you to take advantage of our special service in home-furnishing. This service is gladly given our patrons, and we are always pleased to co-operate with them in every way possible. Our window shade man will measure the windows in your new home, make an estimate and make the shades to your measure. We use the best quality of hand made oil opaque shade cloth and mount them on Hartshorn improved shade rollers.

We measure your porch and hang your porch curtains.

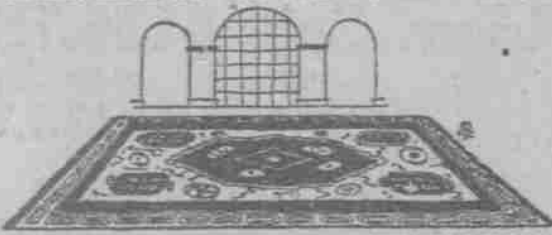
We originate and execute color schemes or co-operate with you in working out your own designs. We design and make draperies and lambrequins of all kinds.

We have an expert upholsterer man who will be glad to talk with you about dressing up your old furniture in new fabrics. Call on us at any time, and let us be of service to you in refurnishing or refreshing your home.

### Coolmoor Porch Shades

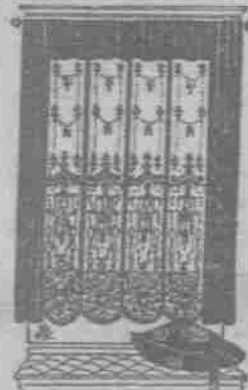
COOLMOOR porch shades protect and ornament your porch. They are slatted shades, keeping out the wind and sun. These we hang and adjust without extra charge. The prices and sizes follow:

4x7.6 Coolmoor Shades, at \$ 3.40  
6x7.6 Coolmoor Shades, at \$ 6.00  
8x7.6 Coolmoor Shades, at \$ 8.00  
10x7.6 Coolmoor Shades, at \$11.00



CRETONNES

A charming assortment of cretonnes is offered in every imaginable color and design. These cretonnes are priced per yard, from 50c to \$4.50.



QUAKER CRAFT LACES

Our showing of beautiful Quaker Craft net and panel laces is most attractive. The designs include birds, trees, and flowers, artfully woven in charming effects. These laces come in a wide price range, per yard, 60c, 75c, 85c, \$1, \$1.50, \$1.75, \$2, \$2.25, \$2.50, \$3, \$3.50 to \$16.50.

### PICTURE FRAMES AND MIRRORS

We are showing a beautiful assortment of picture frames in mahogany, gold and ivory finish—among them many imported, hand carved frames. And our display of imported mirrors in gold and polychrome finish will interest you for console tables, halls, boudoirs or living rooms. These are priced at \$11.50, \$17, \$25, \$27.50, \$34.50 and \$69.50.

### Lamps, Shades And Candlesticks

We are very justly proud of our showing of lamps and lamp shades. We have them at a very wide price range and will be glad to have you see them. In candlesticks, we have many styles both in design and material, and the prices are moderate.

### May Household Event In

## The Bedding Department

NOT only on the Sixth Floor will interest center next week, but the Third Floor Bedding Section is making special displays. You will find attractive prices on items the housekeeper needs to replenish the bed room and bath room necessities. Note the following prices:

### SCALLOPED BED SETS

Scalloped bed sets made of seersucker-striped dimity are offered in stenciled designs. These sets comprise bed spread and bolster cover—these being stenciled in size.

Size 72x96, priced at \$8.00  
Size 90x96, priced at \$9.50

### EXTRA SPECIAL

White knicker seersucker striped dimity bed spreads are offered in two sizes: 72x96, special at \$2.99  
90x96, special at \$2.98

### Bed Spread Specials

#### CROCHET BED SPREADS, \$2.98

Good quality crochet bed spreads of substantial weight and even weave are offered in size 74x36, each \$2.98.

BED SPREADS made of heavy sheeting, hemmed and stenciled in oil colors in pretty floral patterns, come in two sizes: 72x96, each \$3.25  
90x96, each \$4.50.

### HUCK TOWELS

Good quality huck towels with red border are offered in size 16x22, each

22c

TURKISH TOWELS, double thread, in size 19x29

50c

SCALLOPED BED SETS of heavy sheeting, comprising bed spread and bolster cover stenciled in oil colors, are offered in size 90x96, special at \$8.50.

—3d Floor.

# WIZARD

Will Help With Your Spring Housecleaning  
You Will be Pleased With the Splendid Results Obtained

EVERY El Paso housekeeper is ambitious to have the house clean and looking bright and beautiful for spring. The time is short and you are reminded that you must have the latest and most modern requisites to accomplish the work.

"Wizard Requisites for the Home" are a matter of vital importance to every housekeeper—once you have made their acquaintance they will prove to be the ablest assistants you can put into your home.

## For Every Task

There is a WIZARD Helper for every task—they will make your home spotless and help you to keep it so—they are mentioned briefly in the following items, and we would suggest that you come to our big house furnishings department and choose the ones your needs require.



### WIZARD Polish

WIZARD Polish acts as a natural varnish food, and gives a hard, dry, natural finish, while preventing the finest varnish from contracting under the severest climatic conditions.

A finger rubbed over a surface newly dusted and beautified with Wizard Polish shows no grease or mark of any kind.

Produces a high, lasting polish to which dust will not adhere.

Made for the finest varnish finishes—fine enough to use on the piano, cheap enough to use on floors.

Used on the Wizard Mop and all other mops, it keeps floors at their best all the time. Used on a cheese cloth duster, it cleans and beautifies everything in one dusting operation—from floors to chandeliers—chairs to pianos.

Unequaled for renewing all polish mops—unequaled as a body polish for automobiles.

No. 40—4-oz. Bottle, 25c  
No. 41—12-oz. Bottle, 50c

No. 42—Quart Can, \$1.00  
No. 43—1-2-gal. can, \$1.75

No. 44—1-gal. can, \$3.00

### WIZARD Dust Cloth

The only sanitary type of dust cloth is the one which gathers dust instead of scattering it. Wizard Dust Cloths are chemically treated to hold the dust. Treatment is permanent; unaffected by washing.

Prices:  
No. 32—Large size, 24x36 inches... 40c  
No. 33—Auto size, 50x36 inches... 75c  
No. 232—Polish treated, 24x36... 35c

## The Wizard is the Original Triangle-Shape Mop

Wizard Mops are famous for their quality and durability. They are strong and substantially made and are designed for hard wear.

The Wizard Mop does away with the disagreeable, back-breaking part of wiping up the floor. Picks up all the dust and dirt, leaving a lasting polish on varnished or painted surfaces, linoleum or oilcloth. Holds the dust until shaken out. Mop can be washed and renewed with Wizard Polish.

They Are Priced at \$1, \$1.50, \$2

THE WIZARD DUST MOPS—Dry chemically treated. These mops are subjected to a scientific treatment, giving them the property of absorbing dust.

The only difference between Wizard Polish Mop and the Wizard Dust Mop is that the Polish Mop comes treated with Wizard Polish and leaves the floor highly polished, while the Wizard Dust Mop is a dry, chemically treated mop and removes the dust, but does not impart a luster to the surface. This mop is excellent for use on waxed floors.

These are Priced \$1.50 @ \$2

### WIZARD Duster

THE Wizard is a conveniently shaped duster of the most sanitary type. Does not scatter dust.

The chemical treatment collects and holds the dust. Strongly made—duster of best quality yarn—washable, without destroying chemical properties. They last indefinitely.

You should have one—

They Cost \$1

WIZARD Institution Mop

No. 365—A size... \$2.50  
No. 364—A size... \$2.50

FREE

We invite you to come and see the free demonstration of Wizard Mops and Oil. A dust cloth will be given with each \$1.50 purchase of Wizard products.

Guarantee

To be "made by the Wizard Products Company" means that it means that all Wizard products are made by this concern with a quality-reputation to maintain.

It means utmost satisfaction, both to dealers and consumers.

It means fairest prices constantly with the high quality that will never be diminished.

It means "money-back" if Wizard products do not live up to their reputation.

WIZARD Wax

Polishes and preserves the finish on floors, furniture, wood work, leather, linoleum. Easily applied with a cloth and polished with another cloth. It forms a thin coat that protects the surface and leaves a clean, hard, rich, subdued lustre that is a joy to behold.

Wizard Wax Paste is especially adapted for use on floors.

WIZARD WAX PASTE

3 1/2 lb. Can... \$1.50  
1 lb. Can... 75c  
1 qt. Can... 35c

## For Your May House Furnishing

OUR Sixth Floor House Furnishing Section will feature for this event Eden Washing Machines, Hoover Electric Suction Sweepers and all Wizard products—mops, dust cloths, oil, carpet sweepers and floor brushes.

Now that the season of wind and dust is almost over, your thoughts naturally turn to house cleaning. Our modern electrical devices will make the house cleaning a pleasure.

After the cleaning process is finished, you can make and sew your draperies with the Free-Westinghouse Electric Sewing Machine.

### Electrical Appliance Dept.

Almost a year ago, the Electric Appliance Department was added in connection with house furnishing. From the beginning it proved a big success, and today hundreds of El Paso housekeepers have modernized their homes by adopting labor and money-saving electrical appliances from this department.



First in the Electric Appliance Department comes the Hoover. The Hoover is the only device made that actually beats out every particle of imbedded grit from carpetings as they lie on the floor—does it dustlessly, too. It straightens up the crushed down nap, and does not wear out the carpet in the process. It is easy to manipulate and is fully guaranteed.

It Beats—As It Sweeps—  
As It Cleans

Your Neighbor Has One.

The price of the Hoover is \$65.00. Hoovers are sold on an easy payment plan if desired.



## Recent Additions-- Electric Washing Machines--

Two to Choose From

RECENTLY the electric washing machine was added on the Sixth Floor. Instead of limiting customers to one machine only, we have two electric washing machines of equal merit. The choice of either will be a big step forward in modernizing your home.

### The Eden

Women who are interested in putting their households on an efficiency basis are bound to be interested in the Eden. It has all the good points one would expect in an electric washing machine. The price is \$165.00.

The Eden is sold on easy payments if desired.

## The Maytag Electric Washing Machine

THIS machine is in the same class with the Eden—the highest perfection yet obtained in washing machines. The prominent features of the Maytag machine are aluminum cylinder—all steel wringer—mill race principle. The price of the Maytag is \$170.

These machines are also sold on the easy payment plan if desired.

## The Free-Westinghouse Portable Electric Sewing Machine

Not an attached electric motor, but a sewing machine with the motor built-in. This is the highest grade sewing machine manufactured. It contains every wanted improvement in mechanical construction. Fully equipped with special attachments, packed in compartment in the base. The built-in motor of universal type is a most wonderful improvement.

Fully guaranteed to be of highest quality.

The price is very moderate, comparing favorably with other low priced models which lack the improvements provided in the Free-Westinghouse. The price is \$110.00.

For the convenience of customers, we will sell these on easy payments if desired.

Daily demonstrations.

ELECTRIC IRONS, \$4.89  
We sell and recommend The Priscilla Electric Iron. This iron has a highly nickle-plated finish, a perfect heating surface and cool handle. We offer it complete with cord and rest as an extra special at

\$4.89

The Priscilla Electric Iron is guaranteed by the manufacturers and ourselves.



ELECTRIC CURLING IRON HEATERS  
The most convenient heater yet devised for curling irons is offered during Housefurnishing Week at \$5.50.

MISCELLANEOUS  
Special attention is called to complete stocks of percolators, toasters, grills, chafing dishes and waffle irons.